

At Sheridan Media, we take our commitment to our local community very seriously. What we do locally is more important than everything else we do over the long term in terms of keeping us as a viable media in the increasingly competitive world we find ourselves in. In the last few years, we have increased our commitment to our local news efforts. We have always had a full time news person, but in the old days, we expected the news person, in addition his or her duties of gathering the news, to come in at 5:30 in the morning to read the news and to also host our hour long talk show at 9am. In order to allow the News Director to spend essentially all of his time gathering the news, we have spread the old job's duties out over at least five other staff members. We have hired another person to come in to read the news during the morning show, thereby allowing the News Director to come in at 8 in the morning and allowing to spend full time gathering news. Our General Manager (myself) now hosts the daily talk show. For the past two years, we have worked with the local high school to have a high school student as an intern in our news department. In addition, we have included news gathering as part of the job description of our evening staff person who formerly just did dj/announcing duties. Our stations air over two hundred news casts per week.

Our local Public Affairs programming is important enough that I have taken over the responsibility of hosting our daily one hour talk show myself. Every Friday, the program is dedicated to an "Open Line" where the program is restricted to calls from the public about any topic they are interested in. We invariably get ten or more calls per show. Every month, we have both the Mayor and one of the County Commissioners as regular guests. During the Month of October, our interviews have included the candidates for Mayor, representatives from the local library, candidates for the school board, Pat Klein of Vision Beyond Borders, candidates for the city council, representatives from the animal shelter, the Chamber of Commerce, candidate for the U.S. Congress, Community Health Services, Early Childhood Development series, candidates for the State House of Representatives, candidates for the local community college board, County Commission candidates, the Sheridan County Historical Society, representatives to discuss both sides of proposed constitutional amendments on this year's ballot, and the optional lodging tax.

Throughout the year, we support numerous local charitable endeavors with both our time as well as cash contributions. Every Christmas, we sponsor a program called Christmas Wish which raises money for needy families at Christmas. This year, we raised the money for a permanent sculpture for the newly re-modeled Senior Center, and over the last several years have spearheaded a program to bring public art to our downtown area.

I could go on and on, but the bottom line is that localism is thriving in radio in Sheridan, Wyoming with the way things are today.